



Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute Form 1499 PTO		<b>Complete if Known</b>			
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  Date Submitted: April 8, 2010  (use as many sheets as necessary)		<b>Application Number</b>	09/714,665		
		<b>Filing Date</b>	11/17/2000		
		<b>First Named Inventor</b>	Michael William URBANSKI		
		<b>Art Unit</b>	3622		
		<b>Examiner Name</b>	D. Champagne		
<b>Sheet</b>	1	<b>of</b>	3	<b>Attorney Docket Number</b>	057234-0101

U.S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. <sup>1</sup>	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code <sup>2</sup> (if known)			
	A1	2002/0044067 A1	04/18/2002	ILCISIN	
	A2	5,754,939	05/19/1998	Herz et al.	
	A3	6,091,956	07/18/2000	Hollenberg	
	A4	6,285,999 B1	09/04/2001	Page	
	A5	6,298,351 B1	10/2/2001	Castelli et al.	
	A6	6,332,127 B1	12/18/2001	Bandera et al.	
	A7	6,343,317 B1	01/29/2002	Glorikian	
	A8	6,381,465 B1	04/30/2002	Chern et al.	
	A9	6,460,034 B1	10/1/2002	Wical	
	A10	6,505,046 B1	01/07/2003	Baker	
	A11	6,522,875 B1	02/18/2003	Dowling et al.	
	A12	6,587,835 B1	07/01/2003	Treyz et al.	
	A13	6,625,456 B1	09/23/2003	Busso et al.	
	A14	7,047,242 B1	05/16/2006	Ponte	
	A15	7,680,796 B2	03/16/2010	Yeh et al.	
	A16	7,668,832 B2	02/23/2010	Yeh et al.	

FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Documents	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>6</sup>
		Country Code <sup>3</sup> Number <sup>4</sup> Kind Code <sup>5</sup> (if known)				
	B1	JP 2000-020433	01/21/2000	Ninagawa et al.	Eng. Translation	
	B2	WO 00/54201	09/14/2000	Haitsuka et al.		
	B3	KR 2002-0028145 (Appln. No. KR 2000- 59098)	04/16/2002	Lee	Eng. Abstract	

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.) date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>6</sup>

Examiner Signature	Date Considered
-----------------------	--------------------

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. 1 Applicant's unique citation designation number (optional). 2 See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. 3 Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). 4 For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. 5 Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. 6 Applicant is to place a check mark here if English language Translation is attached. This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449/PTO				<b>Complete if Known</b>	
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  Date Submitted: April 8, 2010  <i>(use as many sheets as necessary)</i>				Application Number	09/714,665
				Filing Date	11/17/2000
				First Named Inventor	Michael William URBANSKI
				Art Unit	3622
				Examiner Name	D. Champagne
Sheet	2	of	3	Attorney Docket Number	057234-0101

NON PATENT LITERATURE DOCUMENTS				
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.) date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>6</sup>	
	C1	Cheverst et al., "Experiences of Developing and Deploying a Context-Aware Tourist Guide: The GUIDE Project," ACM Press, pp. 20-30 (2000).		
	C2	Cheverst et al., "Developing a Context-aware Electronic Tourist Guide: Some Issues and Experiences," ACM Press, pp. 1-8, (2000).		
	C3	Long et al., "Rapid Prototyping of Mobile Context-Aware Applications: The Cyberguide Case Study," ACM Press, pp. 97-107 (1996).		
	C4	The Gale Group, "Dollars and Eyeballs: The Net Advertising Equation," <i>Publ. Techn. Review</i> , Vol. 3, No. 10, 4 pgs. (1996).		
	C5	Gallagher et al., "A Framework for Targeting Banner Advertising on the Internet," <i>Proc. Of the Thirteenth Hawaii Int'l Conf. on Sys. Sci.</i> , Vol. 4, No. 7, pp. 265-274 (1997).		
	C6	Gwertzman, "Autonomous Replication in Wide-Area Internetworks," <i>Center for Research in Computing Techn., Harvard Univ.</i> , 3 pgs. (1995). [ABSTRACT]		
	C7	Bunn, "Machine Age, E-lectioneering," <i>The Village Voice</i> , Vol. XLIII, No. 17, 3 pgs. (1998).		
	C8	Clark, "DoubleClick Localizes Web Ads," <i>CNET News.com</i> , 2 pgs. (1998).		
	C9	NetGravity AdServer AdMaster's Guide, pp. 1-59 (1999).		
	C10	NetGravity AdServer User Assistance Guide, pp. 1-329 (1998).		
	C11	NetGravity AdServer 3.5 Announcement, 3 pgs., (1998).		
	C12	Office Action cited in U.S. Patent Application No. 10/654,265 dated 05/09/2006, 10 pages.		

Examiner Signature	Date Considered
--------------------	-----------------

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. 1 Applicant's unique citation designation number (optional). 2 See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. 3 Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). 4 For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. 5 Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. 6 Applicant is to place a check mark here if English language Translation is attached. This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449/PTO		<b>Complete if Known</b>			
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  Date Submitted: April 8, 2010  <i>(use as many sheets as necessary)</i>		Application Number	09/714,665		
		Filing Date	11/17/2000		
		First Named Inventor	Michael William URBANSKI		
		Art Unit	3622		
		Examiner Name	D. Champagne		
Sheet	3	of	3	Attorney Docket Number	057234-0101

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.) date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>6</sup>
	C13	Office Action cited in U.S. Patent Application No. 10/654,265 dated 1/4/2007, 11 pages.	
	C14	Office Action cited in U.S. Patent Application No. 10/654,265 dated 8/24/2007, 9 pages.	
	C15	Office Action cited in U.S. Patent Application No. 10/654,265 dated 5/12/2008, 21 pages.	

Examiner Signature	/Donald Champagne/ (04/24/2010)	Date Considered	
--------------------	---------------------------------	-----------------	--

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. 1 Applicant's unique citation designation number (optional). 2 See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. 3 Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). 4 For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. 5 Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. 6 Applicant is to place a check mark here if English language Translation is attached. This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.